



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

CONTRACT

Contract / Revision	All Order #	
961890 /	06364302	
<u>Product</u>		
<u>Issue</u>		
Contract Dates	Estimate #	
10/29/12 - 11/06/12	313 REFORM NM NOW	
<u>Advertiser</u>		
Reform New Mexico Now		
11/02/12 / 11/02/12		
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KOAT	Mary Tricoli	HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
IDB#	Advertiser Code	Product Code
51	104	
Agency Ref	Advertiser Ref	

And:

SRCP Media Inc
Attention: Betsy Vonderheid
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 31	KOAT	11/05/12	11/05/12	The View 10-11a	10-11a		:30			NM	2	\$900.00
Class of Time - Fixed Non Pre-emptible												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:	11/05/12	11/11/12	M-----	2				\$450.00				
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate	Type		
1	KOAT	11/05/12-11/11/12	The View 10-11a		10-11a	M-----	:30		\$450.00	NM		
See MG 31.3,31.4												
2	KOAT	11/05/12-11/11/12	The View 10-11a		10-11a	M-----	:30		\$450.00	NM		
See MG 31.3,31.4												
3	KOAT	11/04/12-11/04/12	Su 6a A7N More in the AM	6-9a		-----Su	:30		\$800.00	NM		
(M)	MG for 31.1,31.2											
4	KOAT	11/04/12-11/04/12	CASTLE SUN LF	1205-105A		-----Su	:30		\$100.00	NM		
(M)	MG for 31.1,31.2											
E 33	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
Class of Time - Fixed Non Pre-emptible												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:	11/05/12	11/11/12	M-----	1				\$250.00				
E 34	KOAT	11/05/12	11/05/12	Chew, The	12-1pm		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:	11/05/12	11/11/12	M-----	1				\$200.00				
E 36	KOAT	11/05/12	11/06/12	Dr Oz	4-5p		:30			NM	2	\$1,250.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:	11/05/12	11/11/12	MT-----	2				\$675.00				
E 37	KOAT	11/05/12	11/05/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$1,100.00
Class of Time - Fixed Non Pre-emptible												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:	11/05/12	11/11/12	M-----	1				\$1,100.00				
E 39	KOAT	11/05/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
Class of Time - Fixed Non Pre-emptible												

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Contract / Revision	Alt Order #	
961890 /	06364302	
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Issue	313 REFORM NM NOW #:
Advertiser		Original Date / Revision
Reform New Mexico Now		11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$1,300.00			
E 40	KOAT	11/05/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				2	\$1,100.00			
E 42	KOAT	10/29/12	11/06/12	Good Morning America	7-9a		:30			NM	13	\$11,050.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$850.00			
		Week: 11/05/12	11/11/12	MT-----				8	\$850.00			
E 43	KOAT	11/05/12	11/05/12	Live with Regis & Kelly 9-10a 9-10a			:30			NM	2	\$950.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				2	\$475.00			
										Totals	131	\$106,950.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	131	\$106,950.00	\$90,907.50	\$6,363.53	\$97,271.03
Totals	131	\$106,950.00	\$90,907.50	\$6,363.53	\$97,271.03

Signature: _____ Date: _____

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	961890 /	06364302
<u>Issue</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/29/12 - 11/06/12	313 REFORM NM NOW	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Reform New Mexico Now	11/01/12 / 11/01/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KOAT	Mary Tricoli	HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
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51		104
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

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Week: 11/05/12 11/11/12 M-----												
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Week: 11/05/12 11/11/12 MT-----												
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Contract / Revision 961890 /	Alt Order # 06364302	
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Advertiser Reform New Mexico Now	Original Date / Revision 11/01/12 / 11/01/12	

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		Week: 11/05/12	11/11/12	M-----				2	\$475.00			
N 55	KOAT	11/04/12	11/04/12	NYC Marathon		2-4pm	:30			NM	1	\$550.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$550.00			
Totals											131	\$106,950.00

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